

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina Art Center Studio 14
August 23, 2012
4:30 P.M.**

I. Call to Order

Chair Bouassida called the meeting to order at 4:31 p.m.

II. Roll Call

Members Present: Barbara La Valleur, Dana Lappin, Hafeed Bouassida, Kitty O'Dea, Ray Meifert, John Swon, Bill McCabe, Colin Nelson and Thomas Raeuchle

Members Absent: Justin Moran and Tara Mohtadi

Staff Present: Michael Frey, Interim Director; Phil Johnson, Media Manager; Claire Lukens, Intern.

Community Members Present: George Sutton, Sutton & Associates; Katherine Bergstrom, Sutton & Associates.

III. Approval of Meeting Agenda

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes. Chair Bouassida requested that the Edina Art Center Consultant – Update be discussed first under Reports/Recommendations. The agenda as revised, with one change, is approved and will be followed.

IV. Adoption of Consent Agenda

A. Approval of Minutes

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of July 26, 2012.

Member La Valleur requested "Chair McCabe" be changed to "Vice Chair McCabe."

Motion by Member Swon and seconded by Member Meifert to approve the July 26, 2012 Minutes as presented with the change noted.

Ayes: Barbara La Valleur, Dana Lappin, Hafeed Bouassida, Kitty O'Dea, Ray Meifert, John Swon, Bill McCabe, Colin Nelson and Thomas Raeuchle.

V. Community Comment

None.

VI. Reports/Recommendations

A. Arts & Culture Working Group

This item was discussed after Edina Art Center Consultants – Update.

Member Raeuchle noted during their meetings, thirteen topics were investigated while several other topics are yet to be discussed. He provided upcoming meetings whereby they will start drawing conclusions. There are people looking for space to perform their art and to exchange information but there is no space in Edina that is affordable and/or available. He provided an update of top topics, which will be presented to the city. He noted there are a lot of opportunities out there with little cost that will enhance the visibility of the Center.

Chair Bouassida requested Ms. Lukens extend her internship. Director Frey replied there is a meeting next week to discuss that issue.

Motion by Member Raeuchle and seconded by Member Nelson to request City Council provide more support from the city.

Mr. Sutton suggested before information is disseminated, the Board have clarity on where the gaps are.

Member Meifert suggested they need to have a firm plan to organize the data. Member Raeuchle replied the working group will be analyzing the data.

Vice Chair McCabe questioned the budget for extra support.

Members Raeuchle and Nelson accepted a friendly amendment to add to the motion: "for three more months."

Ayes: Barbara La Valleur, Dana Lappin, Hafed Bouassida, Kitty O'Dea, Ray Meifert, John Swon, Bill McCabe, Colin Nelson and Thomas Raeuchle.

B. Edina Art Center Consultant – Update

This item was considered before Arts & Culture Working Group.

Mr. Sutton provided a brief overview of where they are in the process. He noted the program and services are remarkable and they produce a good amount of revenue even with the limitations. There is more opportunity to look at how to educate the community. He noted the Center's strengths and weaknesses and the marketing budget.

Member Meifert asked if they would be recommending a budget. Mr. Sutton replied they will not, but will be providing examples.

Member Meifert suggested they provide recommendations in terms of marketing. Mr. Sutton replied they will review and provide a percentage.

Member Raeuchle noted it is imperative they keep appropriate statistics on class participation.

Member O'Dea indicated they are leaving a lot of seats empty so there is current opportunity.

Member Raeuchle suggested assistance with social media advertising.

Mr. Sutton noted the mission statement was discussed at the last meeting and is not adequate. He asked the board for examples of what he could provide to City Council. He noted the report deadline is September 14. Member La Valleur replied they are not ready to provide something today, but will in the near future.

Discussion ensued regarding the report deadline versus the next meeting date, as it needs to be voted on by the board.

Member La Valleur read versions of the mission statement the working group has developed thus far. Mr. Sutton suggested the mission statement be one sentence.

Chair Bouassida requested the working group continue developing the mission statement.

Motion by Member Raeuchle and seconded by Member La Valleur to schedule a meeting in two weeks to approve the mission statement.

Member Raeuchle cautioned the technicalities of scheduling and cancelling meetings.

After further discussion, the board agreed to vote on the mission statement at the next regular meeting.

Member Raeuchle withdrew the motion.

Member O'Dea suggested the board review the mission statement ahead of time.

Chair Bouassida asked the working group to provide a draft ahead of time so the board can respond.

Member Raeuchle requested the group send out what they currently have for responses.

The Board discussed staffing issues.

Director Frey noted they will be meeting to discuss the 2013 work plan.

C. Film Festival

Mr. Johnson presented the staff report regarding the film festival, noting they put works together that were more inspirational. He presented a letter that will be sent to a list of organizations and provided an example of the brochure, updated from last year that will be sent with the letter. He also reviewed each day of the festival schedule, noting it will not be mailed.

Member Meifert provided a brief overview of some films that will be played during the festival.

Member La Valleur asked about times available. Mr. Johnson noted the schedule and indicated they will be doing follow up contacts once the mailings go out.

Chair Bouassida noted cost is the big issue.

D. Members' Juried Show

Director Frey noted donations received stating a letter and advertising specifications were sent to businesses with little response. They are now working on artwork for the program. He indicated donations are down and suggested board members assist in making calls for donations.

Instead of videotaping the opening reception, Mr. Johnson suggested videotaping when the judges review the works and indicate why they like the pieces. Board consensus was reached to video tape the judges.

E. Membership

Member Lappin reviewed the membership numbers noting September is a big month for renewals due to the Members' Juried Show. She added their goal was achieved last month and offered to send out the numbers.

F. Public Art Committee

Member La Valleur referenced the report sent out earlier. She noted the Healing Sculpture on the promenade has been vandalized three times so they are looking into surveillance. The artist would like to donate the sculpture to the city. She suggested the information be disseminated to the community and ask them to be more vigilant.

Member La Valleur stated they are looking at expanding the area on the promenade and requested the Board ask the city to accept this donation.

Vice Chair McCabe noted the EPAC Committee should make the recommendation to the Board.

Member La Valleur reviewed the volunteer schedule for Fall into the Arts.

G. Southdale Opportunity

Chair Bouassida stated they have no additional news. Director Frey replied they handed out the original proposal with a presentation from the architect. He provided a brief overview of the third floor of Southdale and that Edina has first right of refusal. He noted the complications of having the art center at that location.

Member O'Dea asked about a limited presence. Member Raeuchle replied the space is not a desirable location for retail.

Director Frey noted there would be a staffing issue. He added they talked with marketing at The Galleria to display artwork.

VII. Correspondence and Petitions

Chair Bouassida asked if there was any correspondence or petitions. None voiced.

VIII. Chair and Board Member Comments

Chair Bouassida noted the City of Edina has a large amount of dollars allocated and the Art Center is not on the list.

The board suggested they could buy a registration system with extra dollars.

Member Raeuchle asked if they could bring that matter to the council.

Director Frey noted the 2013 budget is closed but they can discuss it at future work sessions. He noted the new website has the capability to eliminate the current system and go to an automated system.

Vice Chair McCabe suggested they discuss this matter at the joint council meeting in September.

IX. Staff Comments

A. Interim Director Report

None.

X. Adjournment

The meeting was adjourned by the Chair at 6:18 p.m.